

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

Required Report - public distribution

**Date:** 12/9/2014

**GAIN Report Number:**

## Senegal

### Exporter Guide

### Annual Update 2014

**Approved By:**

Jude Akhidenor, Regional Agricultural Attaché

**Prepared By:**

Fana Sylla, Agricultural Specialist

**Report Highlights:**

Senegal has *announced that it is in the process of becoming a major hub for air travel*, with the construction of the new Blaise Diagne airport, scheduled to open in July 2015. The *World Bank's 2015 report on Doing Business* noted that Senegal has notably improved its ranking from 171 in 2014 to 131 out of 189 economies surveyed in 2015. Residents in Dakar, including a large expatriate population have relatively high disposable incomes to purchase food products and other consumer goods. Senegal's geographic position relative to the U.S. east and gulf coasts, and availability of good roads, ports and airports, offer trading opportunities for U.S. food exporters, especially suppliers of bulk commodities (wheat and rice), intermediate (meat, condiments), and consumer-ready products (drinks and canned foods). A new *Economic Community of West African States (ECOWAS)'s Common External Tariff (CET)* of 35 percent for sensitive products may be in effect in early January 2015.

## Table of Contents

<b>Section I:</b> Market Overview .....	<b>3</b>
<b>Section II:</b> Exporter Business Tips .....	<b>7</b>
<b>Section III:</b> Market Sector Structure and Trends .....	<b>10</b>
<b>Section IV:</b> Best Consumer Oriented Product Prospects.....	<b>11</b>
<b>Section V:</b> Post Contacts and Further Information.....	<b>12</b>

### APPENDIX: STATISTICS

<b>Table A:</b> Key Trade & Demographic Information.....	<b>13</b>
<b>Table B:</b> Consumer Food & Edible Fishery Product Imports.....	<b>14</b>
<b>Table C:</b> Top U.S. Agricultural Exports to Senegal (Value in millions of dollars).....	<b>15</b>

## Section I: Market Overview

Senegal is primarily an agricultural country with a growing industrial sector, especially in Dakar, the capital. The main food crops grown are millet, corn, sorghum, rice and vegetables. Peanuts are the primary cash crop and the country's main agricultural export. Cotton is also grown, and there is a sizable coastal fishing industry. Large numbers of cattle, poultry, pigs, sheep, and goats are raised, although intermittent drought conditions can reduce numbers. The country earns foreign exchange from fish, phosphates, peanut oil, peanuts, cotton, tourism, and services. Senegal has a small export-oriented horticultural industry. Its economy is highly vulnerable to variable rainfall. As the country depends on imports for approximately 70 percent of its food needs, Senegal remains vulnerable to changes in world commodity prices.

Senegal's economy with an average yearly growth rate of 3.3. percent since 2006 is stronger than its immediate neighbors'. While Senegal's gross domestic product (GDP) fell to 3 percent in 2013 due to poor cereal harvests and low production rates in the mining industry, it is expected to increase to 4.5 percent in 2014 due mainly to a boost of the secondary sector and an improved business climate but the World Bank reports indicate that the unfavorable climatic conditions in 2014 and the Ebola crisis could reduce projected growth rate. Senegal expects to reach 6.7 percent growth in 2015 and 8 percent in 2017 due to the implementation of a new National program named "*Plan Senegal Emergent*" (PSE) which aims to reform the business climate and boost the productivity in the public and private sector.

The *Millennium Challenge Corporation* (MCC) \$540 million compact with the Government of Senegal (GOS) for infrastructural developments is expected to boost economic growth and reduce poverty in the country. The five year projects which end in 2015 will build and rehabilitate 372 km of roads and improve irrigation and water systems. In addition, the construction of the Dakar-Diamniado 24 km toll road is expected to link the Dakar port, the future economic zone, the new *Blaise Diagne International Airport* (AIDB) and the conference center.

Senegal benefits from the *African Growth and Opportunity Act* (AGOA) preferences, as well as from USDA Food for Progress programs funded the Shelter for Life NGO for a three year (2012-15) project to rehabilitate and construct 150 km of feeder roads and 300 km of irrigation system in the Casamance and Delta regions of Senegal. The project will cost \$8 million dollars.

With its well-developed (although aging) physical and social infrastructure and diversified industrial base, it is the economic hub of the region and one of the most visited countries in West Africa for business and tourism. Senegal has well-developed, though costly port facilities, an international airport serving 28 international airlines (including U.S. airlines and other foreign airliner with U.S. destinations) that serves as a regional hub. The Leopold Sedar Senghor International Airport is ranked first in the ECOWAS zone in terms of its flow of passengers. The *Blaise Diagne International Aeroport* (AIDB), is being constructed in Diass, 29 miles from Dakar, and is slated to cover 452,084 square feet. The opening date of this airport is expected in 2015. The current airport and port of Dakar are both well situated as they are located at the foremost western point on the African coast and are a crossroads for several maritime roads between Europe, North America, Latin America, and the African continent. The port is over 350,903,470 square feet and hosts mainly container-carriers, cargo vessels, roll-on roll-off vessels, tankers, and fishing boats. It includes infrastructure for transit to inland

countries such as Mali and Burkina Faso and is connected to the international railway network. On November 2014, The director of the port announced that a new terminal will be built only for agricultural goods exporters to reduce delays and significant losses.

Senegal has one of the most reliable telecommunications infrastructures in West Africa. However, in 2010, the Senegalese people demonstrated against frequent power cuts. The government promised to expand capacity and to promote renewable and coal based energy in partnership with private companies. There are three new coal power plant projects that are expected to be operational by 2015, 2016, and 2018, which will supply a total of 645 megawatt (MW). GOS also intends to import gas from Mauritania. The first phase will start in 2015 when 80 MW will be supplied and the second in 2018 with additional 250 MW. Renewable energy is expected to account for 260 MW by 2015.

Senegal's commercial policies are primarily oriented towards regional integration as the country is an active member of *West African Economic and Monetary Union* (WAEMU), along with other eight countries: Benin, Burkina Faso, Cote d'Ivoire, Guinea-Bissau, Mali, Togo, and Niger. WAEMU is a union based on free markets and reliance on a common commercial policy (harmonized customs), and is becoming a dynamic regional financial market. Senegal is also member of the 16 *Economic Community of West African States* (ECOWAS), a market of more than 200 million consumers. ECOWAS is finalizing a Common External Tariff (CET) that is expected to come into effect on the 1st of January 2015. The tariff is expected to be set at 35 percent for sensitive products to protect locally produced products, including beef, poultry meat, mineral water, vegetable oils, yoghurt, tomato sauce, ketchup, potatoes, and onions. However, countries that set their WTO bound tariffs lower than the new CET may face some difficulties and could revise their WTO commitment before applying it. Among them are Senegal and Cote d'Ivoire, with agricultural tariffs at 29.8 percent and 14.9 percent, respectively.

Senegal is a food deficit country for cereal staples, such as wheat and rice. It is the third largest African importer of rice after Nigeria and Cote d'Ivoire. In 2013, it imported 901,788 tons of rice compared to 918,365 tons in 2012 (2 percent decrease), and 705,621 tons from January to September 2014. Population growth, urbanization and evolving diets have led to increased wheat imports in Senegal. Moreover, Senegal imported approximately 518,579 tons of wheat and wheat flour in 2013 compared to 504,000 tons in 2012 (3 percent increase), and 423,000 tons from January to September 2014.<sup>1</sup> Wheat, rice, meat, canned fruit and vegetables, and condiments are potential exportable commodities for U.S. suppliers. (See table C and D for market share and export data)

The import market for food and agricultural products is dominated by European, Asian, South America and African suppliers. France dominates the market for wheat and high value processed products due mainly to competitive prices compared to the United States.

The number of higher-income consumers has increased significantly over the last five years as a result of the increasing number of expatriates. This has contributed to greater demand for *high-value products* (HVP). The high population growth (2.5 percent) and urbanization (3.3 percent) indicate that this trend will continue<sup>2</sup>. *Casino*, a major French grocery is well established in Senegal, bringing with it a much

<sup>1</sup> Statistical Source: Global Trade Atlas

<sup>2</sup> The World Fact Book – Central intelligence Agency (CIA) <https://www.cia.gov/library/publications/the-world-factbook/geos/sg.html>

expanded product range which includes some U.S. origin products. Another supermarket chain, *CityDia*, a subsidiary of the French owned Carrefour group, has opened multiple stores in Dakar as well as convenience store in the TOTAL gas stations. ATAC, a wholesale supermarket, distributes practically all French AUCHAN brand products.

Since 2012, India has been the top rice supplier followed by Brazil and Thailand. India has 64 percent share of the rice market. Market potential exists for new entrants for bulk, intermediate and consumer products. For example, wide assortments of Turkish snack and consumer goods have recently penetrated the market. Senegal has imposed a ban on importation of frozen poultry from all origins since November 2005, claiming it was instituted to prevent and control avian influenza, but it does appear to be directed at protecting the local poultry sector. U.S. exports of food and agricultural products decreased from \$26 million in 2011 to \$13 million in 2012, but increased to \$15 million in 2013. From January to September 2014, food imports from the U.S. totaled \$16 million compared to \$8 million the previous year. The four top U.S. commodities imported in 2013 were corn (\$3.0 million), tomato paste (\$2.6 million), soybean cake (\$2.6 million), and wheat (\$2.4 million). Data may include food aid. (See table C)

Although Senegal's domestic market is small by U.S. standards, its increasing openness to foreign trade and investment, coupled with its geographic location present significant opportunities for U.S. food exports to the country, as well as a hub for companies interested in doing business with other countries in the region. American Chamber of Commerce opened an office in 2005 in Dakar to assist U.S. and local companies increase investments and trade between the two countries, while the U.S. Department of Agriculture's Foreign Agricultural Service (FAS) is located at the U.S. Embassy in Dakar. The office covers Burkina Faso, Chad, Cote d'Ivoire, The Gambia, Mali, Niger, and Senegal.

The population of Senegal is estimated at 13.6 million people, with 42.5 percent living in urban areas. The capital city, Dakar, hosts 22 percent or roughly 3 million people. The other highly populated area is the peanut belt (center of the country), which accounts for more than 35 percent of the population. The population is quite young as 55 percent are between the ages of 15 and 64 years. Rural farmers involved in rain-fed agriculture account for 77.5 percent of the workforce. Foreigners represent about 2 percent of the population, mainly based in Dakar, where they are involved in business activities in the industrial and services sector, as well as in international organizations. In 2014, the Government of Senegal developed a program to accelerate the Agricultural Cadence in Senegal (PRACAS). Priority sectors include rice, onions, peanut and offseason fruits and vegetables. The program aims to reach rice self-sufficiency by 2017 with a production of 1.6 million tons of paddy; onion self-sufficiency in 2016 with a production of 350,000 tons; and improve the groundnut sector with a production of one million tons and an export volume of 100 000 to 150 000 ton per year; develop the fruits and vegetables sector with an export volume of 157 500 tons. Investment opportunities exist for U.S. businesses in agricultural equipment supplies, seed treatment centers, and warehouses.

The table below shows U.S. comparative advantages and challenges:

Advantages	Challenges
Senegal's status as a major commercial hub in West Africa; sophistication of higher-income consumers.	Lack of U.S. interest due to the relatively small market size. French and Asian domination of the market as well as competition from cheaper and lower quality food products from Asia and

	Turkey such as rice and wheat.
Senegal has one of the region's more active maritime ports; Regular airlines including Delta from U.S. east coast airports fly daily to Dakar.	Higher freight rates and longer transit times from the U.S. than from EU, Asia or South Africa.
Senegal's population of 13.6 million is growing at an annual rate of 2.5 percent per annum. Gross Domestic Product (GDP) in 2013 is estimated at 4 percent compared to 3.5 percent in 2012 <sup>3</sup>	In 2013, the average per capita income was estimated at \$2,100 <sup>[2]</sup> . Cases of poor governance and administrative hurdles have discouraged foreign and domestic investment in the economy.
Creation of the <i>Agence de Promotion et Investissement des Grands Travaux</i> (APIX) in 2000 with the mandate to promote Senegal as an investment destination.	U.S. exporters don't take advantage of this useful service
Opportunities exist for U.S. products targeting niche markets, and there is a growing interest by U.S. commodity associations (U.S. Wheat, U.S. Rice Federation, <i>World Initiative for Soy in Human Health</i> (WISHH) and <i>U.S. Soybean Export Council</i> (USSEC) etc.) in Senegal and extensively West Africa.	U.S. exporters do not have incomplete knowledge about the Senegalese market and normally are not used to dealing in French.
Common external tariffs for imports and elimination of tariffs among the 8 countries of the <i>West African Economic and Monetary Union</i> (WAEMU).	High business costs relative to neighboring African countries such as port processing and customs duties. WAEMU recommended value added tax (VAT) may apply to some imported agricultural and food commodities at the port of entry as a duty.
The Senegalese consumer perceives U.S. products as meeting high quality standards. Export financing opportunities exist through EXIM Bank.	U.S. products are not always price-competitive due to high freight costs for products shipped from the States. Financing packages such as supplier credit, made available by European competitors have disadvantaged U.S. companies.

## Section II: Exporter Business Tips

The following is a list of tips on exporting food and agricultural commodities to Senegal. They are grouped into subject headings “*Marketing and Communication*” and “*Exporting*.”

### Marketing and Communication

- Senegal operates at Greenwich Mean Time (GMT). Dates are written in day/month/year format. For instance 4/11/2012 means November 4, 2012. Make sure your correspondence and contacts with your local partners and facilitators take these differences into consideration.
- The official language is French which is used everywhere in the administration and is spoken by most literate/educated Senegalese. Wolof is the most widespread among the six national languages (it is spoken by 80 percent of the Senegalese); the other national languages are Diola,

<sup>3</sup> The World Fact Book – Central intelligence Agency (CIA) <https://www.cia.gov/library/publications/the-world-factbook/geos/sg.html>

Serere, Pulaar, Soninke and Mandingo. Try to learn a few words of Wolof, at least social greetings. Senegalese usually socialize first before getting down to real business.

- Be patient and be prepared to be invited for non-business related meetings such as dinner or lunch. When invited for lunch or dinner at home, do not bring any food with you, but do not hesitate to say politely what foods you do not eat.
- As a westerner, Senegalese who are not yet acquainted with you will formally address you with “Mr.” or “Mrs.” followed by your family name.
- Although you may start with direct informal contacts with your local partner, Senegal’s administrative system is influenced by the French system and requires that you write formally to your contacts to introduce yourself and your export project.
- Foreign businesses are highly recommended to hire a representative or agent (s) with strong connections. The agent should have an extensive knowledge of the local economy and government regulations and institutions involved in trade as several government bodies still regulate and are assigned to approve commercial initiatives. Good connections with government officials can speed up administrative procedures related to your business. However, set a mechanism to monitor closely your agent against agreed performance.
- There is a strong consumers ‘preference for small pack size’.
- There are several companies and private consultant firms providing information and guidance to exporters to Senegal and other WAEMU countries. To find out about services available, visit:
  1. The *Agence Nationale Chargée de la Promotion et de l’Investissement des Grands Travaux* (APIX) website <http://www.investinsenegal.com/>
  2. the website of Trade Point Senegal (<http://www.tpsnet.org>),
  3. the *Centre International du Commerce Extérieur du Sénégal (CICES)* website <http://www.cices.sn>
  4. *Agence de Développement et d’Encadrement des Petites et Moyennes Entreprises* (ADEPME) web site <http://www.senegal-entreprises.net/import-export.htm>.
  5. *Chambre de Commerce d’Industrie et d’Agriculture de Dakar* (CCIAD) <http://www.cciad.sn/>

You are also strongly advised to consult with the Office of Agricultural affairs (USDA-FAS) at the U.S. Embassy Dakar (*see contacts under Section V*).

## Exporting

- Conduct market research, especially for product testing, price comparisons, identifying your competitors, and reviewing export statistics of the five previous years to determine the size of the market. Be patient and take time to understand the dynamics of the market and consumers’ preferences.
- Be cognizant that good market data may not exist. You can contact the National Agency for Statistic and Demography (ANSD) for trade data<sup>4</sup>. The supply of imported goods is erratic, and there may very well be pent-up demand for your product. The best approach is to contact the importers – they will know customers tastes and needs as well as feasible quantities.
- Senegal organizes each year in Dakar international trade fairs: *Foire Internationale de Dakar*

---

<sup>4</sup> [www.ansd.sn](http://www.ansd.sn)

(FIDAK) in November or December, Foire Internationale d'Agriculture et de Ressources Animales (FIARA) in March. Plan to participate in at least one event to advertise your products and/or make business contacts including with companies located in other West African countries. U.S. companies can expand or strengthen business relationships between participants and access to a sub-regional market.

- Make sure your local partner (importer or agent) can fulfill the administrative requirements for the entrance of your products in Senegal. Several services are involved in the processing of import authorizations.
- Commercial food commodities that enter the port of Dakar are submitted to phytosanitary inspections by the *Directorate of Plant Protection* (DPV) and the *Ministry of Commerce*. These tests are conducted on samples selected from the shipment, but they do not preclude your agent from pursuing the registration approval process. Prior to shipping your products make sure your agent or importer has received the bill of lading and the phytosanitary clearance documents.
- Exporting documents required in Senegal include the following:
  1. Two copies of the commercial invoices *which indicate the identity and* contacts of exporter *and the importer*; a complete description of the merchandise, its weight and quantity, and CIF value; and a complete description of the merchandise. The invoice should be done in French or issued with a certified French translation.
  2. A Pro Forma Invoice containing the aforementioned information
  3. A Certificate of Origin provided by the importer, specifying the quantity, quality and prices of the products subject to customs duties. COTECNA, a Swiss private company, is assigned to determine the value of the shipment, on the basis of which customs fees are determined and deliver a certificate of verification if the amount exceeds 5 million CFA (\$10, 000). U.S. exporters are urged to contact COTECNA's U.S. office at [www.cotecna.com](http://www.cotecna.com) or visit the following document [http://www.cotecna.com/en/Services/Government-Programs/~media/Documents/PDFs/EN/Guidelines\\_for\\_Exporters.ashx](http://www.cotecna.com/en/Services/Government-Programs/~media/Documents/PDFs/EN/Guidelines_for_Exporters.ashx) for further information
  4. A bill of lading
  5. A phytosanitary certificate

Import procedures include the following:

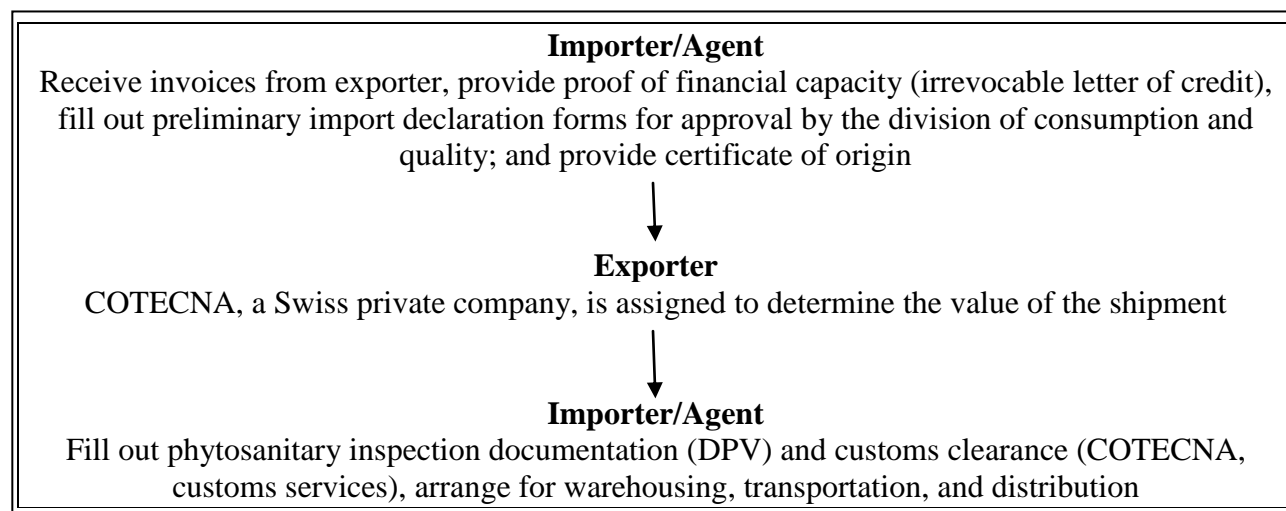
- Importers must deposit a Preliminary Import Declaration seven days before shipping imported goods having a value equal to or greater than \$2,000.
- Automatic approval of the Preliminary Import Declaration is obtained from The Division of Consumption and Quality of the Ministry of Commerce by submitting three copies of the pro forma bills of lading with the declaration. The Preliminary Import Declaration is valid for two months and can be renewed. This must be canceled and reissued if there is a change in supplier, an increase in the value of the order of more than ten percent, or a modification in the quantity of the order.
- Any FOB import value equal to or greater in value than CFA three million (\$6,000) must be inspected by a U.S. pre-shipment inspection company before the shipment. This company must present a clear report of findings; and issue a Pre-Shipment Inspection Certificate (PSI). Note



that PSI is not required for the following products:

- Live animals
- Perishable goods for human consumption neither frozen, nor deep frozen (meat, fish, vegetables and fruit)
- Plants and flowers
- Cereals (HS chapter 10) imported by the public sector or approved by the public sector
- Imports with a total order FOB value equal to or below CFA 3 million

The following chart describes the documentation flow for imports:



- Make sure your product is packed and shipped for a tropical climate and provide clear storage instructions (preferably in French). This is important as few cold storage or air-conditioned facilities and delivery trucks exist.
- Consider investing in promotion and advertisement, especially when introducing a new product or brand. Most local distributors of imported products will expect their suppliers to provide or participate in advertising and promotional support. Sales promotion material and technical documentation should be also in French.
- Payment may be made by cash, check, wire transfer or any other legal and accepted methods. Most suppliers demand a 50 percent down payment at the time of order and the remaining half after delivery. Some require advance payment. Be aware of government and parastatal clients whose payments may be delayed. Normally, payments are made within 30 to 60 days. Any payment for imported goods greater in value than CFA one million (\$2,000) must be made through an approved Senegalese bank or financial institution.
- There are several private customs and transit consultant firms that can assist your agent or importer speed up these procedures and thereby reduce cost related to administrative authorizations.
- Be aware about Senegalese labor laws<sup>5</sup>

<sup>5</sup> <http://www.nationsencyclopedia.com/economies/Africa/Senegal-WORKING-CONDITIONS.html>

- Study the most recent GAIN reports for Senegal and West Africa produced by the Foreign Agricultural Service (FAS). These reports are available in the internet at <http://www.fas.usda.gov>. You may also need to visit the U.S. Embassy Dakar website<sup>6</sup> to read the Country Commercial Guide for Senegal for further trade and guidance.
- Contact the Foreign Agricultural Service (FAS) in the U.S. Embassy, Dakar ([Agdakar@fas.usda.gov](mailto:Agdakar@fas.usda.gov)) for any issues such as standards, tariffs, regulations, labeling, potential buyers and other concerns.

### Section III: Market Sector Structure and Trends

#### Distribution Channels

The distribution network in Senegal can be sub-divided by importers-wholesalers; semi-wholesalers; and retailers. Most importers have storage facilities and so do wholesalers. Their clients are semi-wholesalers who sell to retailers and directly to customers.

Senegal's food market is made up of various levels of distribution channels. Its modern distribution sector which includes a hypermarket, supermarkets, and modern convenience stores is dominated by a few French and Lebanese owners although some Senegalese investors have entered this market niche in recent years. The main modern hypermarket and supermarkets are *Hypermarket Exclusive*, *Casino*, *CityDia*, *ATAC*, and *le Parcours* (Hoballah). These companies import and retail their products. They are mostly supplied directly by European, American and Asian suppliers. Most of these stores are in Dakar (the main trade hub of the country with nearly 3 million people), and their main customers are upper and middle class workers and the expatriate community. The modern distribution sector includes also very competitive traders in the wholesale and retail distribution channels of various consumer foodstuffs. These include gas station convenience stores.

The retail food sector is essentially made up of independent shops called “boutiques” selling primarily food products. They account for the largest portion of the food distribution sector since they cater to the largest population, especially those with lower purchasing power. Their share in the food market is difficult to quantify because most are informal. There is small convenience stores, such as *Select*, *CityDia Express*, *Pridoux*, and *Mary Market* located in residential areas; close to the consumers and selling diverse food items. The informal food distribution sector also includes small retailers of fruits, vegetables, fish, meat, and beverages located in street or municipal markets<sup>7</sup>.

Tourism is the second dynamic sector after fishing followed by phosphates and peanuts. Senegal hosts 500 registered hotels and resorts. Some of them are of European or American standards out of thousands of restaurants, bars and catering services. Most of these HVP consumers and food service providers are in Dakar, Mbour, Saint-Louis and Ziguinchor, the most important tourism cities. On

---

[http://www.senegalaisement.com/NOREF/legislation\\_travail\\_senegal.html](http://www.senegalaisement.com/NOREF/legislation_travail_senegal.html)

<http://www.equalrightstrust.org/ertdocumentbank/Senegal%20-%20Code%20du%20travail.pdf>

<sup>6</sup> <http://dakar.usembassy.gov>

<sup>7</sup> Refer to FAS GAIN report on Retail Food Sector

average, Senegal hosts 450,000 tourists each year including 50 percent from France, but only 5 percent from the U.S.<sup>8</sup>. GOS announced in November 2014 that it expects to reach an annual total of 2 million tourists per year by 2018. Among the new efforts to promote tourism, new sites will be marketed via a new tourism strategy to focus on national and international tourism.

The number of fast food restaurants, modern bakeries and ethnic foreign restaurants (Indian, Chinese, French, Vietnamese, Italian, etc.) has also increased noticeably in recent years. Although, these are relatively small consumers of HVPs, the increasing urban and middle class population, the increasing number of expatriates, and the tourism industry, offer sales opportunities for U.S. high-value food, such as U.S. beef and food services.

The domestic food processing industry is dominated by the wheat, sugar, fish and tomato paste industries. Most HVP are imported from Europe and Asia. U.S. brands are increasingly entering the market since 2000 with the freeing of the import markets. Senegal processing capacity of HVPs is very limited due to under-developed industrial infrastructure. Most locally produced HVPs are of lower quality (particularly cereals and beverages) and do not meet HVP consumer needs.

#### **Section IV: Best Consumer Oriented Product Prospects**

##### ***Best Agricultural Product Prospects<sup>9</sup> :***

- Rice
- Wheat
- Corn
- Vegetable oil
- Soybeans/soybean meal
- Feed and fodders
- Planting seeds (peanuts, fodder plants)

##### ***Best HVP product prospects:***

- Milk (Liquid milk, Skimmed and whole powdered milk)
- Canned fruits and vegetables
- Tomato puree/ketchup
- Bottled vegetable Cooking oil
- Fruit preparations and juices
- Spices and sauces including soy sauce
- Mixed seasoning
- Condiments
- Breakfast cereals
- Margarine/butter
- Pasta products
- Snack foods (biscuits, cakes etc.)

---

<sup>8</sup> [www.ansd.sn](http://www.ansd.sn)

<sup>9</sup> Refer to GAIN reports on Rice and Oilseeds

- Confectionery products (candies, gums etc.)
- Ice cream
- Spirits, liqueurs
- Beers and Wines
- Nonalcoholic beverages (Tea, coffee, fruit drink)
- Bakery and other food Ingredients (Yeast & Baking powder)
- Mayonnaise and Salad Dressing
- Baby Foods
- Canned soups/powdered soups
- Health food products

## Section V: Post Contacts and Further Information

Jude Akhidenor

Regional Agricultural Attaché, West Africa

Foreign Agricultural Service - U.S. Embassy Dakar

Route des Almadies B.P 49 Dakar, Senegal

Tel: (+221) 33-879 40 00 ext. 4901

Email: [Jude.Akhidenor@fas.usda.gov](mailto:Jude.Akhidenor@fas.usda.gov) - Website: [www.fas.usda.gov](http://www.fas.usda.gov)

Fana Sylla

Agricultural Specialist

Foreign Agricultural Service - U.S. Embassy Dakar

Route des Almadies B.P 49 Dakar, Senegal

Tel: (+221) 33-879 40 00 ext. 4376

Email: [Fana.Sylla@fas.usda.gov](mailto:Fana.Sylla@fas.usda.gov)

## Appendix: Statistics

**Table A: Key Trade & Demographic Information**

	2010	2011	2012	2013	Jan-Sept 2014

Agricultural Imports From All Countries (\$Mil) / U.S. Market Share (percent)	1.1/1.4%	1.4/1.86%	1.5/0.9%	1. 6/0.9%	1.2/1.4%
Consumer Oriented Agricultural Imports From All Countries (\$Mil) / U.S. Market Share (%)	353/0.8%	402/0.4%	410/0.8%	460/1%	371/0.3%
Fish and Seafood Imports from All Countries (\$Mil) / U.S. Market Share (%)	6/0.08%	17/0.1%	15/0.01%	22/0.02%	11/0.03%
Total Population (Millions) / Annual Growth Rate (%) <sup>10</sup>	12.6 (July 2011 est. /2.55 (2011 est.)	12.6 (July 2011 est. // 2.55 (2011 est.)	12.9 (July 2012 est.) 2.53 (2012 est.)	13.3 (July 2013 est.) 2.51 (2013 est.)	13.6 (July 2014 est.) 2.48 (2014 est.)
Urban Population (Millions) / Annual Growth Rate (%) <sup>[7]</sup>	5.3/3.3%	5.8/3.3%	5.9/3.3%	5.9/3.3%	5.9/3.3%
Number of Major Urban Areas	1	1	1	1	1
Per Capita Gross Domestic Product (U.S. Dollars) <sup>[7]</sup>	2,000	2,000	2,000	2,100	N/A
Unemployment Rate <sup>6</sup>	48%	48%	48%	48%	48%
Percent of Female Population Employed - Youth Age 15-24 <sup>[7]</sup>	20.1 %	20.1 %	20.1 %	20.1 %	20.1 %
Exchange Rate (US\$1 CFA BCEAO Franc) <sup>11</sup>	485	494.74	495.35	477.34	536

**Table B: Consumer Food & Edible Fishery Product Imports**

Products	Senegal Imports from the world	Senegal Imports from the U.S.	U.S. market Share (%)
----------	--------------------------------	-------------------------------	-----------------------

<sup>10</sup> <https://www.cia.gov/library/publications/the-world-factbook/geos/sg.html>

<sup>11</sup> <http://www.oanda.com/currency/historical-rates/>

(in million U.S. Dollars )	2011	2012	2013	Jan-Oct 2014	2011	2012	2013	Jan-Oct 2014	2011	2012	2013	Jan-Oct 2014
Consumer-oriented Agricultural Total[1]	402	410	460	371	1	3	4	1	0.06%	0.06%	0.05%	0.03%
Red meats, fresh, chilled or frozen	11	12	9.5	8	0.6	0.6	0.5	0.2	6.00%	6.00%	5.00%	3.00%
Red meats prepared or preserved	2.52	2.4	2.6	2	0	0	0.006	0.008	0.00%	0.00%	0.20%	0.40%
Dairy Products Excl cheese	102	79	73	61	0	0	0	0	0.00%	0.00%	0.20%	0.10%
Eggs & products	7	6	6	5	0	0	0	0	0.00%	0.00%	0.00%	0.00%
Breakfast cereals and Pancake mix	0.9	1	5	2	0	0.1	0	0	0.00%	7.00%	0.00%	0.00%
Fresh Fruits	20	20	23	15	0	0	0	0	0.00%	0.00%	0.00%	0.00%
Fresh Vegetables	42	43	40	24	5	0	0	0	12.00%	0.00%	0.00%	0.00%
Processed Fruit & vegetables	16	21	24	17	0	2	3	0	0.00%	8.00%	12.00%	0.90%

les												
Fruit & vegetable juices,	11	10	12	8	0.3	0.3	0.1	0.4	0.03 %	0.03 %	0.01 %	0.05 %

**Source:** *Global Trade Atlas System*

**Table C: Top U.S. Agricultural Exports to Senegal (Value in millions of dollars)**

<b>Products</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>Jan-Sept 2014</b>
Total	26	13	15	16
Corn (Maize) Flour	0	0	3	0
Tomato Paste		1.6	2.6	0
Soybean oilcake	0	0	2.6	5.6
Wheat (other than durum wheat)	0	0	2.5	0
Soybean Oil (crude, not degummed)	1.6	0	0.6	7
Livers of bovine animals, edible, frozen	0.5	0.5	0.3	0.2
Durum Wheat	0	0	0.2	0
Meat of bovine animals, boneless, frozen	0	0.2	0.1	0
Onions	0	0	0.1	0
Vegetables (mixtures, dried)	0	0	0.1	0
Lentils (dried shelled)	0	0.1	0	0
Nonalcoholic beverages	0.1	0.2	0	0
Other	9	0.8	0	0

**Source:** *Global Trade Atlas System*